

# Claims

- [c1] 1. An electronic system for initiating and tracking commercial transactions, comprising:
- at least one client computer;
  - at least one content provider server;
  - a first network connection connecting said client computer to said content provider server;
  - at least one merchant server programmed to provide the ability to execute commercial transactions;
  - an integration server having a database and programmed to identify said content provider server and to identify said merchant server, a second network connection connecting said content provider server to said integration server;
  - a third network connection connecting said merchant server to said integration server; wherein said integration server is further programmed to store in said database a product catalog comprising information regarding products available for commercial transaction, and to communicate information from said database to said content provider server using said second network connection;
  - and said content provider server is programmed to request from said integration server an information re-

garding products available for commercial transaction, and to communicate said information regarding products available for commercial transaction to said client computer using said first network connection, and to receive from said client computer an integrated transaction request comprising an information regarding items selected for a commercial transaction, and to communicate said integrated transaction request to said integration server;

and said integration server is further programmed to create a merchant transaction request comprising an information regarding items selected for the commercial transaction on said merchant server, and to communicate said merchant transaction request to said merchant server.

[c2] 2. The system of claim 1 wherein said integration server is further programmed to store an information identifying said content provider server, and to store an information identifying said merchant server.

[c3] 3. The system of claim 2 wherein said integration server is further programmed to receive from said merchant server a transaction response comprising information regarding a result of said commercial transaction, and to communicate said transaction response to said content provider server.

- [c4] 4. The system of claim 3 wherein said integration server is further programmed to record said transaction response and to use said transaction response to allocate credit to said content provider server.
- [c5] 5. The system of claim 4 wherein said integration server is further programmed to provide the ability to select a group of products from said database and to allow said content provider server access only to the selected group of products.
- [c6] 6. The system of claim 5 wherein said content provider server is further programmed to store information regarding said selected group of products.
- [c7] 7. The system of claim 5 wherein said merchant server is further programmed to communicate to said integration server an information regarding products allowed to be transacted by said content provider server.
- [c8] 8. A method of initiating and tracking commercial transactions, comprising the steps of:  
identifying at least one content provider server to an integration server having a database comprising an information regarding products available for commercial transactions;  
communicating said information regarding products

available for commercial transaction to said content provider server;  
communicating said information regarding products available for commercial transaction from said content provider server to a client computer;  
receiving from said client computer an integrated transaction request comprising an information regarding items selected for a commercial transaction;  
communicating said integrated transaction request to said integration server;  
identifying at least one merchant server to said integration server;  
creating a merchant transaction request comprising an information regarding items selected for the commercial transaction on the identified merchant server;  
communicating said merchant transaction request to said merchant server;  
executing requested transaction on said merchant server.

[c9] 9. The method of claim 8 further comprising storing information identifying said merchant server and information identifying said content provider server on said integration server.

[c10] 10. The method of claim 9 further comprising identifying a group of products in said database and limiting access

of said content provider server to the identified group of products.

[c11] 11. The method of claim 10 further comprising storing said identified group of products on said content provider server.